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FROM **NAME:** James R. Miner (Reg. No. 40,444)
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MESSAGE Attached please find the following regarding U.S. Patent Application No. 09/988,291:

1. Response
3. Certificate of Transmission, 1 page.

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DATE: January 21, 2005
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CLIENT/MATTER NAME: FUSA
CLIENT/MATTER NO.: 47004.000180

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47004.000180 FAIRFAX 250654v1

Attorney Docket No. 47004.000180
Application No. 09/988,291

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:)	Attorney Docket No. 47004.000180
)	
ROTHMAN, <i>et al.</i>)	Examiner: G. Akers
)	
Serial Number: 09/988,291)	Group Art Unit: 3624
)	
Filed: November 19, 2001)	Confirmation No. 8456
)	
Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING		

REQUEST FOR RECONSIDERATION

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Sir:

In response to the Office Action mailed on October 20, 2004 in the above-referenced patent application, Applicant submits the following remarks.

A listing of the claims begin on page 2.

Remarks begin on page 14.